



## Press release

April 25, 2012

### Empowerment Builds the Future Granted “CSR Campaign of the Year”

**Shanghai, 25 April 2012** - Accor SA, the world's leading hotel operator and market leader in Europe, is honored to announce today that "Empowerment Builds the Future," an on-going sustainable CSR program initiated by Accor Greater China and supported by Accor Foundation, has been granted a Certificate of Excellence at the recently closed Asia Pacific PR Awards 2011.

A winner in the category of "Corporate Social Responsibility Campaign of the Year," the three-year program was the only acknowledgement presented at the Awards involving in-house work only, which has covered the entire process from program design, promotion strategy development to program implementation without receiving any support from any PR agencies.

"Unveiled in November 2009 by Accor Greater China, the charity program, with innovative mechanics, has been making notable achievements by providing continuous support for HIV/AIDS-affected families in China in a self-funding way," said Mabel Liu, Communications Director of Accor Greater China. "The certificate is a demonstration that Accor's attempts to create sustainable benefits to society while enhance corporate reputation, employee retention and customer loyalty have been successful, underpinned most recently by gaining recognition from the region's leading PR/Communication luminaries."

The Empowerment Builds the Future program, which was funded by Accor Foundation with 20,000 euros and has raised more than 78,000 euros so far from the sale of 34,000 shopping bags, has been adopting an inspiring self-sustainable financial model, a major achievement for CSR campaigns. A workshop to produce eco-friendly bags for sale at Accor Greater China hotels has been established, providing job skills and employment opportunities to women from Aids-impacted families. Besides, all proceeds from the bag sale have been used to expand production and fund educational expenses for children

from AIDS-affected households in China.

To generate more extensive awareness from all the sectors in the society, celebrities including China's top stylist, Tony Li, and former Chinese top model and current fashion designer, Mary Ma, were invited respectively to design the bags in 2009 and 2011. Moreover on the corporate side, the program was promoted among Accor's CRM platform and the company also organized training programs among the employees to promote knowledge on HIV/AIDS to support the campaign and pass the knowledge to hotel guests, therefore implementing a virtuous circle through vibrant interaction with employees, hotels and customers.

Established in 2008, Accor Foundation's actions focus on three primary fields which include support for local know-how, training and insertion of young people in difficulty, and humanitarian and emergency aid.

Surpassing the 100th project milestone by the end of 2011, Accor Foundation targets to increase the number of its projects by an additional 30 percent in 2012 while in the long term, expand its coverage throughout all 90 countries where the group operates.

Run in its 11th year, the Asia Pacific PR Awards has evolved into a benchmark for the region's communications industry and enjoys the region's highest prestige in the PR field.

\*\*\*\*\*



Accor, the world's leading hotel operator and market leader in Europe, is present in 92 countries with more than 4,400 hotels and 530,000 rooms. Accor's broad portfolio of hotel brands - Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, Ibis, all seasons/Ibis Styles, Etap Hotel/Formule 1/Ibis budget, hotelF1 and Motel 6 - provide an extensive offer from luxury to budget. With more than 180,000 employees\* in Accor brand hotels worldwide, the Group offers to its clients and partners nearly 45 years of know-how and expertise.

*\*Including 145,000 in owned, leased and managed hotels*

#### About the Accor Foundation

To make its aim of "linking cultures" a reality, the Accor Foundation provides technical and financial assistance for outreach initiatives developed by employees in countries where the Group is active. Since it was created in 2008 and thanks to the mobilization of over 3000 employees in 30 countries, it has supported 88 projects contributing to the development of individuals and their integration into the community.

The Foundation has chosen three fields of intervention:

- **Local know-how:** Support socio-economic initiatives highlighting traditional crafts and techniques
- **Training & Insertion:** Encourage integration and insertion of young people in difficulty aged 15 to 30.

- **Humanitarian & Emergency:** Help populations in great difficulty and answer to humanitarian disasters. For more information, visit [www.fondation-accor.com](http://www.fondation-accor.com).

**Empowerment Builds the Future** is a Corporate Social Responsibility initiative launched in 2009 by Accor Greater China, in partnership with Chi Heng Foundation, aiming to help HIV/Aids impacted women and children in China to have a better future. The program established a social enterprise in Henan province and employs women from Aids-impacted families to produce eco-bags. The bags are sold at Accor hotels in mainland China, Hong Kong, Taiwan and Macau, including Sofitel, Pullman, Grand Mercure, Novotel, Mercure, Ibis and MGallery brands. All the proceeds from the sale of the bags are used to expand the production of the enterprise and provide educational opportunities and scholarships to Aids-impacted children in China.

**MEDIA CONTACTS**

**Accor Greater China**

Mabel Liu

Communications Director

86(0) 21 6119 9833

Mabel.Liu@accor.com

**Accor Greater China**

April Ling

Communications Manager

86(0) 21 6119 9839

April.Ling@accor.com